



PRESS RELEASE – 22.08.2011, Poznań

Poland on tongues of Europe

In mid September (12-15 September) the biggest, in the Central and Eastern Europe, meeting of the representatives of the food and agriculture sector will take place on area of the Poznań International Fair. **Over 1200 exhibitors from 25 countries** will arrive at Poznań. The offers will be presented by, among others, companies from Poland, Austria, Italy, Slovenia, Czech Republic, Spain, France Germany, Turkey, the USA, Great Britain, Belgium, Holland, Canada, Bulgaria, Slovakia, Denmark, Sweden, Greece, Lithuania, Latvia, Belarus, China, Sri Lanka and Mexico. **Exhibitors will present over 100 new products**, a wide range of which refers to finished food products, including those prepared according to traditional recipes, modern technologies for the sectors of meat processing, refrigerating, air-conditioning, heating as well as all-food sector and the sector of packages for the food industry. An honorary patronage over the fair has been assumed by the Minister of Agriculture and Rural Development, Mr. Marek Sawicki.

This year's exposition, which will cover almost the whole exhibition area, will consist of six events:

- POLAGRA-FOOD (food products)
- GASTRO TRENDY (gastronomy)
- POLAGRA-TECH (food machines and technologies)
- PAKFOOD (packages for the food industry)
- TASTES OF REGIONS (11-14 September, regional products)
- XXV National Animal Breeding Exhibition (11-14 September, animal exhibition)

Polish food has attracted the recognition of the whole Europe, the potential of the Polish food industry has been noticed abroad, however, so far it has not been converted into the international commercial success of Polish manufacturers of food articles. Organizers of the fair decided to utilize Polish presidency in the European Union in order to change it. The vast and varied exposition of exhibitors will be associated by numerous international, sectoral events; exhibitions, competitions, lectures, congresses and workshops creating a favorable atmosphere for establishing commercial contact in the international environment. The fair will be visited by merchants of the biggest commercial and business networks of the whole Europe. On the invitation of the Minister of Agriculture and Rural Development, this year's fair will be attended additionally by representatives of European ministries of agriculture.

DO NOT MISS THE FOLLOWING DURING THE FAIR!

➤ Polish – Russian forum of small and medium sized companies of the food and agriculture sector – halls 7, 14B

During the POLAGRA-FOOD fair the Ministry of Agriculture and Rural Development and the Polish Agency of the Entrepreneurship Development invite Polish entrepreneurs to take part in the Polish and Russian forum of small and medium sized companies of the food and agriculture sector. On the first day of the Forum, 11th September, the conference of “The Conditions of the Development of Small and Medium Sized Companies in the Sector of Food Processing – Polish and Russian Experiences” will take place. Polish and Russian experts will present, among others, directions and possibilities of the development of small and mediums sized companies in the agriculture and food sector in Poland and Russia, the significance of the quality of food for the development of small and medium sized companies as well as practical aspects of running a commercial exchange of agricultural and food products. On the second day, 12th September, Polish entrepreneurs will take part in previously arranged individual business meetings with Russian representatives of the agriculture and food sector.

➤ Food Design Workshops – Hall 7

Tomek Rygalik, one of the most talented and recognizable Polish designer of the young generation, a graduate of the Royal College of Art in London, and Gosia Rygalik, a passionate of food design and a graduate of the Design Department of the Warsaw Academy of Fine Arts, will run on 14th September, during the POLAGRA-FOOD fair, workshops on Food Design. Participants together with persons running the workshop will follow through the design project from the idea, through the design, to the product. They will become acquainted with tools used in the process of innovation as well as they will design an innovative product or a food service. The last stage of the training will refer to the group work, concentrated around various perspectives related to the subject of food.

➤ Distribution Forum – Hall 7

Distribution Forum constitutes an annual series of specialist conferences organized during the POLAGRA-FOOD fair. The series has been initiated with regard to representatives of the FMCG sector numerously visiting the fair. Within the scope of this year’s forum two thematic blocks have been planned, the first of them organized by “Commercial News”, Makro Cash&Carry will be held under the banner of “The Traditional Commerce May be Modern”. The conference will be run by highly regarded trainers from renowned training companies as well as experts of Makro Cash&Carry. The newest trends and requirements of the market within the scope of the equipment and arrangement of shops will be discussed by, among others, suppliers of the equipment and devices, who know their segments of the market best. Within the scope of the second thematic block, co-organized by the editorial team of the monthly of “The Merchant’s Guideline” and the Capital Group of Bać-Pol, the owner of the brand of Spar Polska a number of lectures and presentations related to the FMCG sector, its marketing as well as promoting of the brand has been planned. Questions related to the aspect of the cooperation between Polish and foreign commercial networks will be discussed during the conference. Lectures rich in practical guidelines will be provided by managers – practitioners in the field of Cash and Carry and franchise. On the other hand, practical knowledge useful in marketing and promotion of the brand will be shared by authors of scientific studies, consultants of the Polish business, on every day basis, employees of the Poznań University of Economics.

➤ **Culinary Cup of Poland – Hall 6A**

Best Polish cooks will meet in September, during the GASTRO TRENDY fair, in order to strive for the victory in the Culinary Cup of Poland considered to be the most **important and most prestigious culinary competition in our country**. Cooking teams (consisting of the chef and the assistant) will prepare a hot appetizer in the form of zander fillet with skin and fresh porcini mushrooms in the semi final. The final dish will be the dish of calf's cheeks of maturing meat and fresh crayfishes. The jury will include international culinary authorities, among others, Loïc Malfait from Great Britain, Jean Castadot and Luc Van den Bergh from Belgium and Luis Alves from Portugal, Ronald Szyslo from Germany and Bruno Wahrbichler from Austria. The presiding judge, in compliance with the regulations, is always a Pole. This year this function will be assumed by Mr. Jerzy Pasikowski from the Chefs' Club Foundation. The winner of the culinary Cup of Poland will receive the award in the amount of 15 thousand zlotys, attractive training in a renown foreign culinary institute as well as the international fame and prestige.

The Culinary Cup of Poland wins wider and wider recognition of the international gastronomic environment. The above mentioned is confirmed by the formal recommendation provided this year by the World Association of Chefs Societies. This is however not the only form of the support of the international culinary associations. The Culinary Cup of Poland is additionally supported by Euro-Toques International, that is the European Cooking Community. Moreover, it is the only competition devoted to this subject whose patrons are most important Polish sectoral associations: The Chefs' Club Foundation, the Association of Euro-Toques Poland and the National Association of Chefs and Bakeries.

The day of the final of the Culinary Cup of Poland simultaneously is the Chef's Day and the holiday of the whole gastronomic sector. Thus, on 14th of September the fair will host not only the best Polish cooks, international culinary experts, but also chefs from Poland and abroad.

➤ **Gastronomy in Heels – Hall 6A**

Gastronomy in Heels – the Culinary School Theater refers to the title of the innovative project in our market, which will be premiered in Poznań, during the GASTRO TRENDY fair. Gastronomy in Heels constitutes the initiative addressed to women in the gastronomy sector: owners of gastronomic facilities, hotels, chefs, managers, as well as representatives of companies of HoReCa and FMCG sectors, culinary experts, teachers of vocational subjects, representatives of sectoral media and authors of books. The goal of the project is the integration of the environment for the purpose of professional development of women through: the exchange of experiences, professional counseling, the organization of inspiring culinary trips, the assistance in international competitions as well as promoting of their achievements and professional successes.

During four days of the fair professionals including outstanding authorities of the Polish gastronomy sector will present to the participants of the workshops factors constituting the Pyramid of the Professional Development of a Woman in the Polish Gastronomy. Each day about five shows devoted to the show of the day will be demonstrated: 1. Nationality and Tradition, 2. Awareness of One's Own Feminism, 3. Education and Culinary Trips, 4. Passion and Self-fulfillment. The participants of the shows will have the opportunity to familiarize themselves with cuisines of the world, the newest technologies and culinary trends, manners of utilizing innovative equipment as well as they will be able to take part in common cooking at the side of culinary masters. The company of FPMS European Union Counseling from Suchy Las is the originator of the project.

➤ **Training: How to solicit clients and avoid bankruptcy? – Hall 10**

How to solicit clients and avoid bankruptcy namely, a prudent marketing in the time of the crisis. This is the motto of the training for managers of gastronomic facilities, who would like to learn how to prepare an advertisement campaign, so that it brings success both for a newly opened as well as an already operating restaurant. The training will take place on 13th September during the GASTRO

TRENDY fair. Its scope shall cover, among others, the use of funds for effective promotion, the preparation of subsequent stages of the advertisement campaign as well as the discussion on competences of people engaged in promotion activities. Moreover, there will be a possibility to meet restaurant owners, who will present their activities, point out promotional problems which they face one very day basis. The all-Poland information and Culinary Service, www.GdzieZjesc.info, is the organizer of the training.

➤ **Sandwich workshops – Hall 6A**

What sandwiches will be best for the sandwich bar? Participants of “Sandwich Workshops – Among Rolls. Learn about the Secrets of Famous Canappkas” will try to find the answer to that question. the workshop will be organized during this year’s GASTRO TRENDY fair. Seven thematic workshops are planned to take place during four days of the fair. The workshops will present, among others, seasonal cuisine (sandwiches characteristic for a given season), and the cuisine compliant with the blood group or conducted profession (sandwiches for sportspeople, students, physical workers, or office employees). Additionally, the participants of the workshops will learn how to prepare healthy sandwiches for “cardiacs”, pregnant women, persons with the increased level of cholesterol or osteoporosis. The persons running the workshop will also talk about types of sandwiches served in various countries and regions of the world, among others, in Italy, France, Greece, and England, as well as Hawaii, the Great Poland and Podhale. The offer of the workshop is addressed first of all to representatives of bakeries, restaurants, conference centers, catering companies and gastronomic facilities servicing work establishments, schools, and sporting facilities. The company of Canappka and the Poznań International Fair are the organizers of the workshop.

➤ **The Fair with the smell of coffee– Hall 6A**

Poles more and more often go to cafes, or they brew coffee, for instance in a pressure coffee machine. Year by year the number of people interested in events promoting the culture of drinking coffee has been increasing. This trend will be visible during the GASTRO TRENDY fair , where several big coffee events and professional trainings for gastronomic facilities and baristas will take place.

The Coffee Olympics (12-13 September), that is the only in our country Polish Championship of Coffee Networks organized in the cooperation with the company of Apro Trade. The patronage over the Coffee Olympics has been assumed by SCAE (Speciality Coffee Association of Europe). The competition efforts will be assisted by **Akademia Kawy®** (the Academy of Coffee), within the scope of which numerous coffee demonstrations and presentations will take place, including **Coffee Brewing Workshops for patisseries and bakeries**, which offer the client the possibility of on-the-spot consumption. Within the scope of the workshops the best baristas will train in the field of operating professional coffee makers, sharing at the same time knowledge on principles of coffee making. **The Polish Championship Cup Tasters** will be held on the stall of the Polish Division of SCAE, 14th September, and they will reveal the best coffee taster in Poland. Additionally, on 12th, 13th and 15th September barista masters as well as market experts will run workshops concerning, among others, the harvesting and taste characteristics of coffees of the highest quality, the sensory evaluation, preparation of espresso and beverages on the basis of espresso, including the techniques of latte art as well as connecting coffee with alcohol. All the visitors will have the opportunity to taste coffees prepared during the Championship, verify their taste preferences in the consumer’s test and learn new methods of coffee brewing. The offer of the fair presenting a wide selection of coffees and coffee equipment is addressed primarily to professionals of the sector – baristas, owners of cafes, manufacturers of coffee equipment, coffee distributors as well as a wide audience– amateurs of small black coffee.

➤ **Consumer's Evaluation of Products – Hall 7**

The opinions of consumers are more significant for the manufacturer than many scientific expertise. During the POLAGRA-FOOD fair an independent consumer panel will test and evaluate, for four days, selected products presented on the fair.

➤ **The congress of sugar sector – Hall 7**

The company of Nordzucker Poland, one of the leading sugar producers in Europe, on the second day of the POLAGRA-FOOD fair will organize the congress devoted to the situation of the sugar market and legal regulations concerning the sugar sector. The following persons will provide their lectures: Mr. Andrzej Butra – Vice Minister of Agriculture, Mr. Mats Liljestam – CMO of Nordzucker, Mr. Volker Diehl – Senior Vice President Sales EE Nordzucker, PhD. Piotr Wawro – Vice President of the Board of Nordzucker Polska S.A. and Mr. Mariusz Tomczak – the Member of the Board of Nordzucker Polska S.A.

➤ **XVII Forum of Bakery and Confectionary Craftsmen– Hall 6A**

We will be able to see the baking of baguettes and special breads with new ingredients such as rice, olives, tomatoes and peppers during the GASTRO TRENDY fair. Baking novelties will be baked by the best Polish bakers including members of the national baking team, which will represent our country at the Worlds Championship next year in Paris. Additionally, the program of the forum includes demonstrations of baking of various types of rolls, plaited bread, croissants and breads for diabetics as well as a wide range of baking products and decorated wedding breads. On the other hand, Polish confectioners invite, during the Forum, for the demonstration of caramel and marzipan products as well as demonstrations of wedding cakes decorating. The Board Republic of Poland Baking Craftsmen Association and the Polish Association of Confectioners, Pastry Cooks and Ice Cream Makers are the organizers of the Forum.

➤ **Milk exhibited – Hall 7**

The numbers speak for themselves, since mid 2009 the demand and the trading in milk products have been increasing quicker than the production of milk. The good market structure on the market of milk products will sustain also in the second half of 2011. The good condition of the sector is additionally visible on the fair – the milk sector is traditionally one of the best represented during the POLAGRA-FOOD fair . This year over 20 companies will present their offers. Among them we will find SM Mlekovita, OSM Łowicz, OSM Top-Tomyśl and SM Lazur. The expositions of the companies related with the milk sector will cover in total almost 800 m² of the area.

➤ **Meat from Poland – Hall 9**

The Polish meat sector for the subsequent time will promote itself during the POLAGRA-FOOD fair under a common banner of Meat from Poland. Manufacturers of pork, beef and poultry meat will present themselves on the area of almost 1000 m² of the common stall. The purpose of promotional activities under the symbol of the Meat from Poland refers to establishing a good reputation of Poland as the manufacturer of high quality meat, and at the same time the export possibilities of our country. The success in that field will mean direct benefits for Polish manufacturers. Thanks to the consequently implemented during the fair promotional strategy of Polish poultry, beef and pork meat, already at the autumn, they will have a chance to strengthen their brands, attract visitors and European merchants.

➤ **XVII Forum of Butchers and Cured Meat Producers – Hall 9**

The leading motto of the Forum will refer to the promotion of the niche types of meat, which prove to be perfect as the culinary meat, and additionally may constitute the raw material for processing. The area of the Forum will facilitate the meetings with the specialists: Mr. Jerzy Głowacki, the advisor

of the Association of Butchers and Cured Meat Producers for hygiene, who will present the newest world's trends with the scope of the macrobiological security in the meat industry, PhD in veterinary medicine Mr. Jarosław Naze, Deputy Chief Veterinary Doctor, who will answer many questions related to the aspect of the veterinary supervision and Professor Stanisław Kowalczyk, Chief Inspector of Commercial Quality of Farm and Food Articles who will discuss issues related to proper marking of meat products.

Nationwide Butcher's Products Competitions will be organized on the second day of the fair (13th September). The rewards will be granted to the best producers of butcher's products, specialists of the meat sector and the best products, preserves and meat dishes with exceptional taste values in seven categories: the Best Producer of Butcher's Products, the Art of Arranging and Decorating of Trays, the Best Butcher's Product in the Consumer Evaluation, the Culinary Meat, Poultry Products, Meat in Ready-Made Dishes, the Butcher's Hit of the Year.

During the culinary show of "**Meat in the Land of Spices**" taking place on the area of the Forum for all the days of the fair, trends concerning the application of spices for various types of meat will be presented. Tasty dishes will be prepared with the use of original spices in front of the fair audience. The show will be run by distinguished cooks and gathered guests will have an opportunity to taste prepared dishes.

On the last day of the fair the area of the fair will be controlled by the adolescence of gastronomic schools and schools of the food industry.

➤ **The exhibition of the Modern Refrigerating – Hall 4**

In cooperation with the National Forum of Refrigerating and within the scope of the exposition of the Exhibition of Refrigerating, Air-Conditioning and Heating Devices of the POLAGRA-TECH fair producers and distributors of the refrigerating and air-conditioning sector associated in the National Refrigerating Forum will present the newest technological solutions available in the market. Together with the newest exhibits placed for the disposal of the visitors there will be specialists available who will explain the use and possibilities of devices as well as the newest trends in the market. The exhibitors will suggest innovative solutions for the industry as well as broadly understood agriculture and food sector, gastronomy of commercial networks and markets, wholesale companies, the logistic sector as well as assembly companies operating in the field of refrigerating and air-conditioning.

➤ **"Refrigeration Application" conference – Hall 14B**

Owners of refrigeration and air-conditioning companies, representatives of commercial networks, milk, meat, alcohol and gastronomy sectors (cooks, confectioners, restaurants, cafes, gastronomic companies) as well as all those who use refrigerating, air-conditioning and heat pumps for sure will be interested in a three-day conference (12-14 September) "Refrigeration Application – refrigeration, air-conditioning, heat pumps in the industry, commerce and gastronomy" organized within the scope of the Exhibition of Refrigerating, Air-Conditioning and Heating Devices of the POLAGRA-TECH fair in cooperation with the Association of Refrigeration, Air-Conditioning and Heat Pumps. Each day of the conference will be dedicated to other aspects. Legal, technical and economic aspects as well as practical problems concerning the construction and exploitation of refrigerating and air-conditioning devices will be discussed.

➤ **The equipment of modern production plants – Hall 4**

The most modern machines for the fruit, vegetable, macaroni, potato, juices and drinks industry will be presented on the area of the Exhibition of Machines and Equipment for the Food Industry of the POLAGRA-TECH fair. Among many novelties, the fair will present a vast offer of the control and measurement apparatus, laboratory devices, means of safety and hygiene at work, subsystems, spare

parts, machines, devices for water management, forming, dosing and confectioning of the agriculture and food industry products, as well as means of transport, modern devices for cleaning of the bottling lines, facilities for storing of raw materials and food products without the use of detergents, devices for the disinfection with the application of UVC radiation as well as devices for cleaning and disinfection of vegetables and fruits with the use of ozonated water.

➤ **A jubilee festival of breeders – Halls 1, 2, 3, 3A, 12**

Over 2000 farm and breeding animals will be presented during XXV National Exhibition of Breeding Animals. The visitors will additionally have the opportunity to gain expert knowledge in the field of breeding and nursing of animals, to take part in original shows and competitions. During the Jubilee Exhibition it will be possible to see the best specimens of horses, cattle, meat and milk breeds, pigs, sheep, goats, ducks, hens, ostriches, fur animals, (rabbits, chinchillas, nutrias), bees, snails and fish. For the subsequent time it will be possible to see also animals subjected to protection programs presented within the scope of the exhibition of Polish Protected Breeds organized by the Institute of Zootechnics – the National Research Institute. The key point of the program will refer to the evaluation of animals competing for prestigious titles of champions and vice champions.

➤ **Promotion of regions – Hall 8**

The fair of TASTES OF REGIONS (11-14 September) organized together with the Association of Regions of the Republic of Poland constitute the place where merchants, owners of restaurants and persons responsible for supplies in commercial networks will be able to find true culinary rarities for their shops and restaurants! The fair promotes Polish, ecological and certified food, one hundred percent natural, often produced according to traditional, domestic recipes. The exhibitors refer to representatives of Polish provinces as well as individual regions of our country. Thus, the fair stalls will offer, among others, wines, tinctures, cheese, butcher's products, cakes, marmalades as well as other specialties characteristic for individual parts of Poland. According to the plan of the organizers, the exposition is supposed to support the development of the production of traditional Polish products, promote domestic food as well as create conditions for establishing commercial contacts with considerable clients, such as the network of delicatessens or restaurants.

➤ **Fresh manners of packing food – Hall 5 sector A, B, Hall 6A**

Food packages constitute 58 per cent of the national package market. The increasing requirements in the field of the safety of food consumers stemming from the fact of the direct contact of the package material with the packed product cause that we record a constant progress in this segment of packages. Food packages apart from the protective function against external factors more and more often provide an internal protection against processes of the degradation of the properties of the product. Additionally, packages fulfill important marketing functions and they are a key element in creating the brand of the product. The sector is strongly represented in the PAKFOOD fair, the program of which enables to familiarize oneself, in one place and time, with the most important directions of the development of this sector and the newest trends in the field of innovativeness, security and technology.

More information:

**www.polagra-food.pl, www.gastrotrendy.pl, www.polagra-tech.pl, www.pakfood.pl,
www.kwzh.pl**

The fair in figures*:

- over 1200 exhibitors
- exhibitors from 25 countries
- over 60 000 m² of the exhibition area
- nearly 120 new products

* data for the blog of the fair of Polagra-Food, Polagra-Tech, Gastro Trends, Pakfood, Tastes of Regions and the National Exhibition of Breeding Animals

Organizational information

- **Opening hours for visitors:**

Sunday – Wednesday 9:00 – 17:00
Thursday 9:00 – 16:00

- **Entrance to the fairgrounds:**

Eastern Entrance – Głogowska street (next to the Central Railway Station)
Northern Entrance – Bukowska street (WTC)
Western Entrance– Śniadeckich street (does not refer to the National Exhibition of Breeding Animals)

- **Entrance fees*:**

Entrance fees	An electronic ticket purchased by the Internet after the registration only until 9.09.2011	A ticket purchased at the ticket office after the registration **	A ticket purchased at the ticket offices without registration
Single entrance	PLN 15	PLN 25	PLN 65
Multiple entrances (for the whole event)	PLN 55	PLN 65	PLN 155

On Sunday, 11.09. the entrance to the National Exhibition of Breeding Animals and the TASTES OF REGIONS fair is free of charge. On other days (12-14.09) the entrance ticket for the National Exhibition of Breeding Animals costs PLN 5.

The entrance ticket for the National Exhibition of Breeding Animals does not authorize for visiting expositions of the Polagra-Food fair, Gastro Trendy, Pakfood and Polagra-Tech.

* The ticket authorizes for visiting the fair of POLAGRA-FOOD, POLAGRA-TECH, GASTRO TRENDS, PAKFOOD, TASTES OF REGIONS, THE NATIONAL EXHIBITION OF BREEDING ANIMALS.

**The possibility of on-line registration on the site of www.mtp24.pl or at the ticket office.

Persons authorized for registration refer to persons related to the sector to which the fair refers to (on the basis of a business card or stamp) as well as students of universities and schools related to the sector (on the basis of the valid of the student card).

WE REQUEST KEEPING THE TICKET UNTIL THE ENTRANCE!

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